Amendment to the Claims:

The following listing of claims replaces all previous versions and listings of claims:

    1.   (Currently amended) A method for filtering content presented on a computer, comprising:

    ~~selecting an application associated with said computer;~~

    ~~selecting a priority level for said application;~~

    ~~selecting at least one mode of presentment relating to said priority level, said mode of presentment operable for handling content presented on said computer via said application;~~

    storing selections, <u>associated with the computer, that relate to each of a plurality of</u> ~~made relating to said~~ applications<u>, the selections including a</u> priority level, and [[said]] at least one mode of presentment <u>selected by a user via a user interface on the computer;</u>

    <u>indexing data relating to activities previously conducted on said computer;</u>

    <u>storing indexed data in a database;</u>

    <u>upon receiving content associated with activities currently conducted on said computer via one of the applications, accessing said indexed data from said database;</u>

    <u>accessing said selections relating to said application, priority level, and said at least one mode of presentment;</u>

    <u>comparing said content with said selections and the indexed data, resulting in a relevance determination; and</u>

    <u>performing an action on said content in accordance with said relevance determination and said selections;</u>

wherein the applications include a messaging application, a web browser application, and a word processing application.

2.   (Cancelled)

3.   (Cancelled)

4.   (Original) The method of claim 1, wherein said content comprises at least one of:

a web page;

an advertisement;

an email;

an instant message; and

a document.

5.   (Currently amended) The method of claim 1, wherein said at least one mode of presentment includes at least one of:

blocking said content;

deleting said content;

sending said content to a background screen of said computer system; and

storing said content.

6. (Currently amended) The method of claim 1, wherein said at least one mode of presentment includes at least one of:

changing an appearance of said content;

sending an audio signal to said user at said computer ~~system~~; and

flashing a notification of an incoming message on a [[said]] computer screen of the computer.

7. (Original) The method of claim 6, wherein said changing an appearance of said content further includes changing at least one of:

a color;

a font;

a texture; and

a highlight.

8.   (Currently amended) A storage medium encoded with machine-readable computer program code for filtering content presented on a computer, said storage medium including machine readable computer program code for causing a computer to implement a method, comprising:

selecting an application associated with said computer;

selecting a priority level for said application;

selecting at least one mode of presentment relating to said priority level, said mode of presentment operable for handling content presented on said computer via said application;

storing selections, associated with the computer, that relate to each of a plurality of applications made relating to said application, the selections including a priority level, and [[said]] at least one mode of presentment selected by a user via a user interface on the computer;

indexing data relating to activities previously conducted on said computer;

storing indexed data in a database;

upon receiving content associated with activities currently conducted on said computer via one of the applications, accessing said indexed data from said database;

accessing said selections relating to said application, priority level, and said at least one mode of presentment;

comparing said content with said selections and the indexed data, resulting in a relevance determination; and

performing an action on said content in accordance with said relevance determination and said selections;

wherein the applications include a messaging application, a web browser application, and a word processing application.

9. (Cancelled)

10. (Cancelled)

11. (Original) The storage medium of claim 8, wherein said content comprises at least one of:

a web page;

an advertisement;

an email;

an instant message; and

a document.

12. (Currently amended) The storage medium of claim 8, wherein said at least one mode of presentment includes at least one of:

blocking said content;

deleting said content;

sending said content to a background screen of said computer system; and

storing said content.

13. (Currently amended) The storage medium of claim 8, wherein said at least one mode of presentment includes at least one of:

changing an appearance of said content;

sending an audio signal to said user at said computer system; and

flashing a notification of an incoming message on a [[said]] computer screen of the computer.

14.   (Original) The storage medium of claim 13, wherein said changing an appearance of said content further includes changing at least one of:

a color;

a font;

a texture; and

a highlight.

15.   (Currently amended) A system for filtering content presented on a computer system, said computer system in communication with a communication network, said computer system comprising:

at least one application executing on said computer system;

an interface profile system executing on said computer system, said interface profile system including an index logic component and an evaluation logic component; and

a personal data index;

wherein said interface profile system performs:

selecting said at least one application;

setting a priority level for said at least one application;

selecting at least one mode of presentment relating to said priority level, said mode of presentment operable for handling content presented on said computer via said application; and

storing selections, associated with the computer system, that relate to each of a plurality of applications that include the made relating to said at least one application, the selections

including a [[said]] priority level, and [[said]] at least one mode of presentment selected by a user via a user interface on the computer system;

indexing data relating to activities previously conducted on said computer system;

storing indexed data in a database;

upon receiving content associated with activities currently conducted on said computer system via one of the applications, accessing said indexed data from said database;

accessing said selections relating to said at least one application, priority level, and said at least one mode of presentment;

comparing said content with said selections and the indexed data, resulting in a relevance determination;

performing an action on said content in accordance with said relevance determination and said selections;

wherein the applications include a messaging application, a web browser application, and a word processing application.

16.   (Cancelled)

17.   (Cancelled)

18.   (Original) The system of claim 15, wherein said content comprises at least one of:

a web page;

an advertisement;

an email;

an instant message; and

a document.

19.   (Original) The system of claim 15, wherein said at least one mode of presentment includes at least one of:

blocking said content;

deleting said content;

sending said content to a background screen of said computer system; and

storing said content.

20.   (Currently amended) The system of claim 15, wherein said at least one mode of presentment includes at least one of:

changing an appearance of said content;

sending an audio signal to said user at said computer system; and

flashing a notification of an incoming message on a [[said]] computer screen of the computer system.

21.　　(Original)　The system of claim 20, wherein said changing an appearance of said content further includes changing at least one of:

a color;

a font;

a texture; and

a highlight.